



TREASURE ISLAND SAILING CENTER

2012 ANNUAL
REPORT



OUR MISSION

Since 1999, Treasure Island Sailing Center (TISC) has introduced over 11,000 participants to the joy of sailing. Our mission is to provide facilities and instruction in sailing for people of **all** skill levels, physical and mental abilities, ethnicities and socioeconomic backgrounds. TISC is a large scale, year round sailing school on the San Francisco Bay that does not have membership requirements and emphasizes full community involvement by offering **unlimited** scholarships to those in financial need. Our dedication to serving low-income children is what sets TISC apart from other sailing institutions in the Bay Area. Our Youth Sailing Program provides the opportunity for children to participate in a positive, skill building experience where they learn important life skills of water safety, responsibility, respect, communication, teamwork, leadership and environmental awareness. Our innovative curriculum teaches goal setting and systematic approaches to achieving success on the water that can be applied to other parts of their lives.

At TISC, we never turn a child away and our doors are always open to anyone who has the desire to learn and grow through sailing.





LETTER FROM THE BOARD OF DIRECTORS

THIS PAST YEAR WAS A CONSISTENT YEAR OF GROWTH both in the quality and number of educational experiences and water adventures that we provided to our community. In the past year, we have had the opportunity to focus on improving their learning experience and getting kids to return for advanced sailing classes. Our summer classes continue to be a mainstay of approximately 20 Youth Organizations summer schedule. In 2012 we offered 77 youth, adult and community courses and provided 895 youth students with 18,286 hours of instruction. We are continuing to focus on ways that we can attract teenagers to stay in our program as Junior Instructors and Interns so that they can learn leadership skills that help them in their future academic and career pursuits. We are increasing our grant writing and fundraising efforts to support these programs in 2013 and beyond. Look for fun ways to help these programs get off the ground like our Bay Scavenger Hunt, our Fall OCSC Big Team Regatta, and Friday Adventure Sails throughout the year. You and/or your company's involvement in these events will raise funds to provide meaningful opportunities for hundreds of kids in the Bay Area.

Last year, we described the importance of building a community at TISC. We have been working hard to build strong relationships with tenants, parents of our young sailors, and other community members that want to learn how to sail, kayak or play on the water. We provided over 25 opportunities for the community to play on the bay through our various events like Opening Day and monthly community sailing days. We plan to increase those opportunities in 2013. We are planning a program that allows true access to the water for all San Franciscans. In 2013 we will be piloting a membership program that will allow individuals,

families, and our kids to enjoy the bay outside of structured class time. Of course, true to our mission, membership "dues" will be all inclusive with volunteer time being valued as much as financial contributions. The end goal is the same — allow those who want to sail, kayak, or paddleboard the ability to do so. We are looking forward to launching this full scale program in 2014.

We continue to have an incredibly solid team that manages and operates TISC, and on behalf of the Board of Directors, I want to thank them for all of their hard work and dedication to make TISC the mature and efficient organization that it has become. All team members go above and beyond expectations to improve the experiences that we provide to our sailors. Whether it is growing a Blind Sailing Program, coordinating groups of kids to watch the Americas Cup Events, or coordinating a fundraiser like our Big Team Regatta, our team continuously gives it their all to provide meaningful moments in the lives of the children we serve.

Every year I reiterate that our dream is for sailing to become mainstream in our community- that maybe one day sailing will be in our schools, an afterschool activity option, and accessible throughout the stages of one's life. We hope that 2013 is a turning point at TISC; a year where the foundation is set for San Franciscans to embrace sailing and realize that sailing and playing on the Bay is for everyone.

Thank you for your continued support.

A handwritten signature in black ink that reads "Carisa Harris Adamson". The signature is written in a cursive, flowing style.

Carisa Harris Adamson, President, Board of Directors

2012 PROGRAM IMPACT

IN 2012, TISC HAD AN AMAZING YEAR IN WHICH WE EXCEEDED OUR GOALS TO REACH STUDENTS.

We served **1,161 students overall**, with **1,477 class spaces filled** and an approximate student **return rate of 29%**. In total, we provided **19,679 hours of instruction**, a 40% increase over 2011! Looking past the numbers, we saw strong gains in the development of our youth sailors and have seen our community grow.

Our **4 Step Progression Program**, launched in 2011, has improved our ability to support the development of the youth as sailors and individuals. The curriculum teaches important life skills such as goal setting, communication and leadership through sailing. With each level, students are given sets of goals to work towards.

LEVEL I — Beginner Sailing with a focus on Goal Setting

LEVEL II — Intermediate Sailing with a focus on Communication & Teamwork

LEVEL III — Advanced Sailing with a focus on Self-Reliance

LEVEL IV — Race Team with a focus on Leadership

Our **Youth Programs reached 895 youth with 1161 class spaces filled** and we have seen an increase in the number of students advancing to the intermediate and advanced levels, including participation in the Junior Leadership Program and racing in Bay Area Regattas. With the growth of our Adaptive & Youth classes, we wanted to ensure that we supported a growth in scholarships, providing scholarships to 809 sailors in 2012.

Our **Junior Leadership Program** included 6 teen sailors who learned valuable work skills while supporting the development of our youth sailors by acting as Junior Instructors. We are working to expand this valuable program in 2014.

TISC's **success relies greatly on our network of community partners**. We work closely with other Bay Area Youth Organizations to provide under-resourced youth the opportunity to learn to sail, become comfortable on the water and develop important life skills. This past year, we increased **our partnerships to a total of 25 organizations**.

We strengthened our relationships and built a strong network of collaborative partners:

Aim High	Ecumenical Hunger Program
Boy Hope Girls Hope	Girls Inc. of Alameda
Boys and Girls Club	Girl Scouts
Columbia Park	of Northern California
Boys & Girls Club	Glide Foundation
Sunnydale Clubhouse	Home Away from Homeless
Boys and Girls Club	Life Learning Academy
Treasure Island	Mission Beacon Center
Cameron House	Shelter Network:
Chinatown YMCA	First Step for Families
City of Richmond	Shih Yu Lang Central YMCA
Rec Clubhouse	Up On Top

Our programs not only had new successes in 2012, but we strengthened our already established programs. We hosted a **5 Blind Sailing Days** and introduced sailing to **37 new Visually Impaired Sailors**. Our adult classes introduced sailing to **60 new sailors in 78 class spaces**. Our Community Sailing and Watersports Program offered families the ability to get on the water through open sails with in instructor, windsurfing, paddle boarding or kayaking. Through this program, we were able to get **88 members of the general public out on the water**.

In conclusion, 2012 was a great year in which we introduced sailing to more members of the Bay Area than ever before! Without the generous help of our supporters, we would not be able to reach so many people! We would like to thank all of our supporters, sailors, tenants, volunteers and families for a great year and we hope to see you back on the water next year!

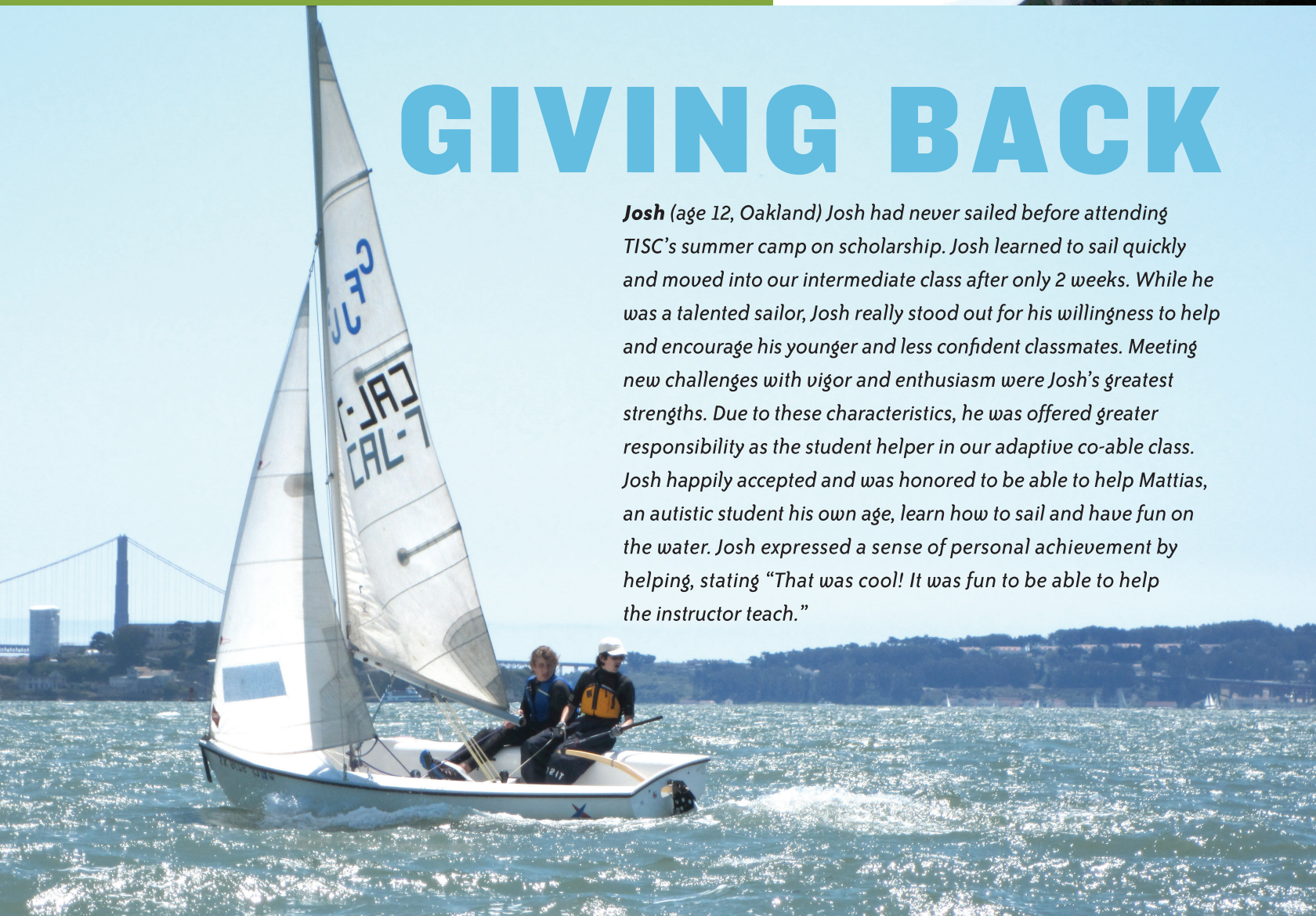
FRIENDSHIP

After meeting at our Family BBQ, **Isabella** (age 9, San Francisco) and **Siyani (Sisi)**, age 8, Oakland) were excited to learn how to sail together during summer camp. On the first day of camp, they stayed close together as instructors reviewed sizing a wetsuit and lifejacket, safely capsizing and righting a boat, and knot tying. They tackled each activity with enthusiasm! Once on the water, one steered the boat while the other trimmed the sails, and then they would switch. Sisi's sense of adventure and Isabella's calm demeanor made them perfect teammates. Through sailing, they learned the value of teamwork and how to effectively communicate to get through challenging moments like getting out of irons or gybing in windy conditions, all while having fun and creating lasting memories and friendships.



GIVING BACK

Josh (age 12, Oakland) Josh had never sailed before attending TISC's summer camp on scholarship. Josh learned to sail quickly and moved into our intermediate class after only 2 weeks. While he was a talented sailor, Josh really stood out for his willingness to help and encourage his younger and less confident classmates. Meeting new challenges with vigor and enthusiasm were Josh's greatest strengths. Due to these characteristics, he was offered greater responsibility as the student helper in our adaptive co-able class. Josh happily accepted and was honored to be able to help Mattias, an autistic student his own age, learn how to sail and have fun on the water. Josh expressed a sense of personal achievement by helping, stating "That was cool! It was fun to be able to help the instructor teach."





COMMUNITY

2012 was a year focused on community growth as TISC hosted a series of events that reflected not only the strong bonds within our community of tenants and parents, but also in our relationships with our community partners and local businesses.

We **implemented monthly Community Sailing Days** to promote greater access to sailing for Bay Area residents. These events were free for volunteers and under-resourced families, and offered at a low cost to the general public, enabling us to share sailing with a large audience and bring community members together. We also **hosted barbeques for our youth program participants and their families**. These barbeques provided a fun opportunity for families to connect with each other and with TISC staff, creating a stronger sense of community and improving our programming! Additionally, we **hosted approximately 800 attendees at our free community sailing events**, including Opening Day, National Safe Boating Week, and Lights on Afterschool.

With the 34th Americas Cup (AC) approaching in 2013, we partnered with the AC Marina Village and local sponsor Pacific Gas & Electric to provide two youth day events for the Mission and Western Addition Beacon Centers to spectate at the 2012 World Series events in SF. These events were a huge success, providing **over 100 youth with the opportunity to meet the AC sailors and watch some races!** These collaborations with corporate and community based partners to bring sailing access to underserved youth is one great way our community grew and worked together in 2012.

“WE KEEP COMING BACK BECAUSE OF TISC’S GREAT LOCATION, FUN SPIRIT, AND GREAT INSTRUCTORS.” — JACOB’S MOTHER

RESPONSIBILITY

Michelle (mother to Brian, age 8, and Josh, age 12) and **Suzanne** (mother to Elio, age 13, Isabella, age 13, and Jorge, age 11) are role models for teaching the value of appreciation. Michelle and Suzanne’s kids were excited to learn to sail and attended TISC’s Summer Camp program on full scholarship. They enjoyed sailing so much they continued camp for most of the summer! Suzanne was so appreciative for the opportunity, she offered to help in any way she could. She began volunteering in the office, inputting program data and administering surveys. When thanked, she simply replied, “Of course I would help. I want my kids to learn how to give back in order to show appreciation for this great opportunity that was given to them.” Following Suzanne’s lead, Michelle began volunteering with TISC’s outreach program. Both were instrumental in helping TISC’s small staff run a successful summer program. At the end, Michelle said, “I’m so blessed to have this opportunity to teach my boys how to give back to their community and we will definitely be back to help out next year!” In August, when TISC offered its students the opportunity to help in the Adaptive Co-Able Class — The first person to raise his hand? Michelle’s son, Josh.

OVERCOMING OBSTACLES

Scott joined TISC through our Blind Sailing Program run in partnership with the Marin Sailing School Program for the Blind. Scott was eager to learn how to use his tactile and auditory senses to successfully sail a boat. Although Scott had never sailed before, he was a natural. He quickly learned how to steer a boat using the sound of the sails and the feel of the water over the rudder. He avidly pursued sailing and soon he was offered an impressive opportunity to join the regional blind sailing racing team, California #1. After joining the team, he was sailing every week to prepare for the California Invitational Blind Sailing Regatta. With teams competing from Canada, New Zealand, Japan and Boston, he skippered California #1 to a first place finish! Sailing has become a part of his everyday life – it empowers him and gives him the opportunity to be part of a team.



“I LOVE THE FEELING OF BEING OUT ON THE WATER. I BELIEVE IT’S THE ONLY THING I CAN LEGALLY DRIVE NOW!” — TIFFANY, TISC VISUALLY IMPAIRED SAILOR

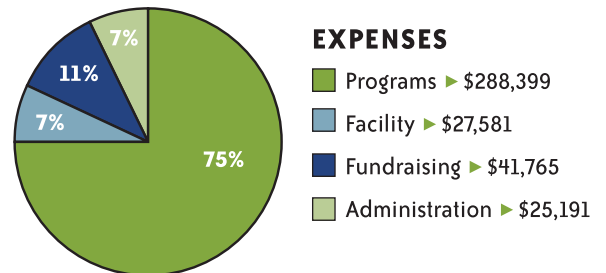
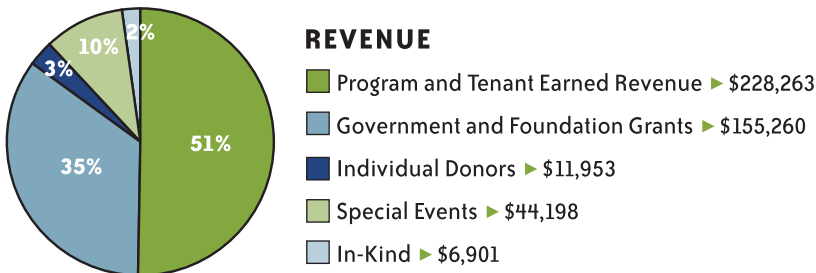
FINANCIAL SUMMARY

In 2012, we successfully achieved our goals of expanding our programs while still ending the year with positive net earnings. By reducing administrative costs and increasing revenue, we were able to invest more in programs. This enabled us to provide more scholarships for under resourced youth and purchase a new fleet of beginner sailboats. This was an exciting year for us and we appreciate all of the support that made it happen!

TISC operating funds come from three main funding sources: individual donors, foundation and government grants, and fundraising events. Our 2012 operating revenue was \$399,895 with 75% of all revenue being reinvested in programs.

THANK YOU TO OUR GENEROUS DONORS IN 2012

TISC greatly appreciates the support of our donors. Without you, we would not be able to provide this service without your contributions. We look forward to partnering with you in 2013.



“I WAS KING OF THE WORLD WHEN I STOOD ON THE FRONT END OF THE BOAT AND STRETCHED OUT MY HANDS” — AARON, NEVIN CENTER

MAKE A DIFFERENCE

What your donation can accomplish...

- \$25 First aid kit
- \$50 Life jacket
- \$75 Foul weather gear jacket
- \$100 Wetsuit
- \$200 Sponsor a Sailor for one week of half day summer camp
- \$350 Sponsor a Sailor for one week of full day summer camp

Make a donation! Please help us provide more opportunities for others to enjoy the water. EVERY DONATION helps! TISC appreciates in-kind donations of boats, sailing equipment, tools and office supplies. Ask a TISC representative how you can donate online at www.tisailing.org!

TISC provides scholarships to ALL who qualify! We provide full scholarships to those on government assistance or with a household income of \$45,000 or less and partial scholarship (50% off tuition) to those with a combined household income of \$70,000 or less.

GOAL SETTING

Ziggy (age 9, Oakland), came to TISC with great enthusiasm for sailing. In the first week, although he achieved his sailing goals and earned a Level 1 Beginner Certification, he struggled to listen to the instructor and not be disruptive to others. With support from instructors he set his second week goals around making an effort to improve and focus his energy on positive behavior. He began to help others with rigging and de-rigging the boats and at lunchtime, he helped another student clean up the lunch deck after eating. When he saw another student struggling in class, he asked what he could do to help. By the end of the week, his focus and positivity allowed him to achieve his goals and he received a Level 1 certification!



TEAMWORK

Cydney (age 7, Oakland) and **Leslie** (age 8, Walnut Creek) both started as beginner sailors in TISC's youth summer camp. After multiple weeks of practice and improvement, Cydney and Leslie had developed the skills and confidence to enter TISC's annual fun regatta, the Treasure Island Cup. With Leslie at the tiller and Cydney trimming the sail, they tackled the challenge! Although they had never raced, they proudly sailed into 1st place in front of their friends and family! Their smart tactical decisions and determination enabled them to compete against more experienced sailors. Cydney and Leslie demonstrated strong teamwork and sportsmanship and finished each race with a "Thank you race committee!"

"I LEARNED THAT EVEN WHEN
YOUR UP AGAINST MORE EXPERI-
ENCED OPPONENT, THE OBJECT
OF THE SPORT IS NOT TO WIN
BUT TO LEARN WHAT TO DO IN
CERTAIN SITUATIONS, HAVE FUN,
AND SIMPLY WORK TOGETHER."
— NISSAN, LIFE LEARNING ACADEMY



2013 PROGRAMS

In 2013, TISC will focus on strengthening our existing programs.

We plan to serve another 1,100 sailors through our Youth, Adult, Adaptive, Watersports and Community Sailing Programs for **a total of 21,000 hours of instruction**. We will continue to focus on our 4-Step Youth Progression Program to support the personal development of our youth as sailors while increasing our retention of scholarship students. Additionally, we hope to **expand the number of youth leaders in our Youth Leadership Program**.

We aim to strengthen our existing partnerships with youth organizations to **increase the return rate of under-resourced youth**. Learning to sail and being a part of the sailing community provides many advantages and opportunities for personal growth and development. We know that our young sailors who return will learn skills critical to their success in other areas of their life.

San Francisco is buzzing with excitement in anticipation of the upcoming Americas Cup Event this fall and TISC is ready to make sure that San Francisco youth are a part of it. **TISC piloted a program in partnership with Pacific Gas and Electric, the Mission Beacon Center and Sunsail to expose underserved youth to the world of the America's Cup Racing.**

The response from the students was overwhelmingly positive with many expressing interest to join our youth racing program. In the coming year, we hope to expand this program to include more corporate and community partners to **serve over 500 additional under resourced youth**, outside of our traditional classes.

Our Blind Sailing Program has become a popular outdoor outlet for the Visually Impaired Community. To accommodate the additional interest, we have expanded our program to provide monthly events that will include over 50 blind sailors who will have the opportunity to learn racing skills and tactics.

At TISC, we strive to improve access to sailing and watersports to EVERYONE. In 2013, we look forward to building our community of sailors and supporters. We believe in providing affordable, accessible, and well designed classes — whether you are looking for in-depth classes or just to cruise around the bay, we have something to offer. **We look forward to a great year in 2013 and hope you join us out on the water!**

**"I JUST KEEP COMING
BACK BECAUSE ITS FUN,
ALL THE INSTRUCTORS
ARE AWESOME, AND WE
GET TO SAIL, SAIL, SAIL"
— EMILY, 12**



**"I WAS SCARED AT FIRST BUT NOT ANYMORE.
NOW I WANT THE BOAT TO TILT SO THAT I
PUT MY FEET IN THE WATER"
— STEPHANIE, NEVIN CENTER**

**"MILO'S [ACHIEVEMENT] BRACELETS
HELPED HIM REALIZE HOW MUCH HE HAS
IMPROVED SINCE HIS FIRST LESSON. THEY
HELP HIM WORK TOWARDS ACHIEVING
SOMETHING FOR HIMSELF, RATHER THAN
COMPARING HIMSELF TO THE OTHER KIDS."
— MILO'S MOTHER**

**"I LIKE HOW WHEN WE ARE SCARED OR
CONFUSED [THE INSTRUCTORS] TALK US
THROUGH EACH STEP AND HELP US RE-
ALIZE HOW WE CAN HELP THE SITUATION
OURSELVES — LIKE WHEN I GOT STUCK
OUT THERE, INSTEAD OF LETTING ME GIVE
UP, THEY HELPED ME THROUGH IT."
— TISC YOUTH**





TREASURE ISLAND
SAILING CENTER
698 California Avenue
Building #112
San Francisco, CA 94130



Give the Gift of Time. Please join us in building the next generation of youth sailors by donating your time at one of our upcoming events! TISC appreciates volunteers of all skill levels and time commitments. Visit our website at www.tisailing.org to view opportunities and to register as a volunteer.

Attend a Community Event. Did you know that TISC hosts free sailing days to get the community involved in our programs? Learn about our programs, check out the facility, meet our staff, and enjoy a free sailboat ride! Visit our website at www.tisailing.org for upcoming events.

ABOUT TREASURE ISLAND SAILING CENTER

Treasure Island Sailing Center is a non-profit 501(c)(3) organization operated by volunteers and dedicated staff members as a multi-use community sailing center. TISC provides facilities and instruction in sailing and boating safety for people of all skill levels, physical and mental abilities, ethnicities and socioeconomic backgrounds. TISC was founded in 1999 and provides sailing lessons — from beginning instruction to advanced level racing — to more than 1,000 children and teenagers each year through its Youth Sailing and Adaptive Sailing Programs. The Adaptive Sailing Program offers a range of introductory through racing classes for children and adults with physical or developmental disabilities.